

# DISCUSSION PAPER

## BROOKLYN PLACE PLANNING

### SURVEY RESULTS



In April and May 2021 we invited the community to have your say on the Discussion Paper – Brooklyn place planning. We shared background research on both Brooklyn and place planning to ensure an informed discussion may be had and invited the community to complete the online survey to test the draft vision and guiding principles.

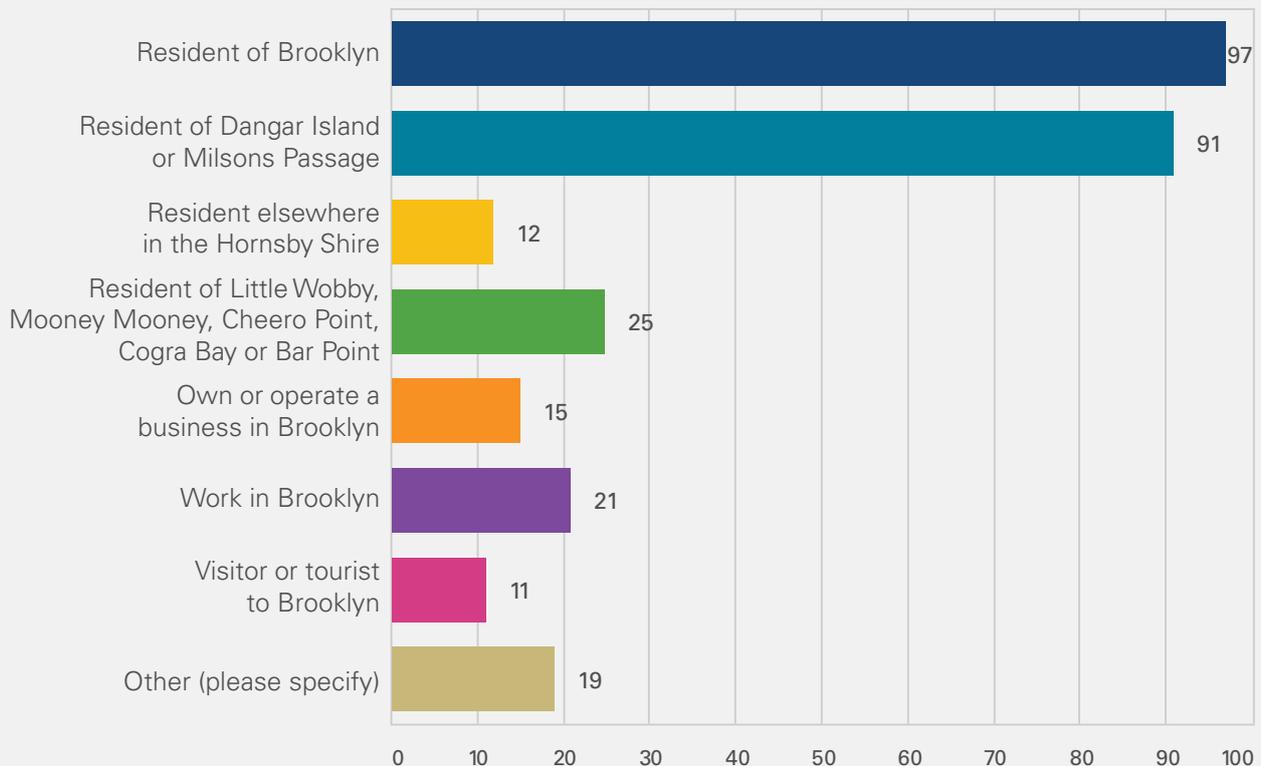
Council letter box dropped survey promotional material to all residences in Brooklyn, Dangar Island and Milsons Passage. Email correspondence was also forwarded to civic organisations in the Lower Hawkesbury area inviting stakeholders and residents to complete the survey. Below is a snapshot of the results.

A total of 234 surveys were completed both online and in paper-based form with respondents spending an average of 18 minutes to complete the survey online.

## Stakeholders

Answered: 234

Skipped: 0



Please note: Total number of responses exceeds total number of respondents as participants were able to select more than one answer e.g. resident of Brooklyn and own or operate a business in Brooklyn.

The above figures constitute a 13% response rate from all Brooklyn residents and a 28% response rate of residents of Dangar Island and Milsons Passage.

## What is your favourite place in Brooklyn?

The top three mentions were:



**McKell Park**



**Flat Rock Point/foreshore walk between McKell Park and Parsley Bay**



**The baths/pool (Lower McKell Park)**

## What is your favourite thing to do in Brooklyn?

The top three mentions were:



**Walking and/or bush walking**



**Dining, cafes, coffee, pub and/or eating out**



**Socialising**

## Agreement with guiding principles

Survey respondents were asked if they agreed with a guiding principle and if they did not agree they were required to explain why to progress through the survey. This approach was taken because understanding why a respondent disagreed with a principle was considered to facilitate a greater understanding of the issues involved. The percentage agreement results are considered to represent good to very good agreement with the guiding principles – with agreement generally above 70%.

The following table outlines the collective level of agreement with each principle (in descending order of agreement) regardless of the residential location of the respondent.

Guiding principle	Percentage agreement
A town centre that celebrates and preserves its connection to the river, the environment and its heritage.	92%
A town centre that is well maintained, attractive and with community custodianship.	88%
A town centre that supports local business.	85%
A town centre that is walkable, integrated, connected and active.	80%
A town centre that incorporates an appropriate community facility as a hub.	79%
A town centre that functions as a transport interchange.	71%
A town centre that maximises benefits from visitors for locals.	69%
A town centre that is a vibrant and welcoming visitor destination with an active spine along Dangar Road.	69%

## Agreement with the draft vision

The draft vision, as exhibited, was:



*The Brooklyn town centre protects its unique natural environment and celebrates its rich heritage and waterfront village atmosphere.*

*It functions well as a transport interchange between river, road and rail, while supporting local business and maximising the benefits of its visitor economy for the local population.*

*The Brooklyn town centre has a vibrant spine linking McKell Park and Bridge Street along Dangar Road.*



Agreement with the draft vision by survey respondents was relatively low at 56%.

# Agreement with high-priority actions

In testing a path forward for the Brooklyn place planning process, 64% of respondents agreed with the suggested high priority actions within the Discussion Paper. Those actions are:

## 1. A clear place vision for Brooklyn



Collaborate with stakeholders (with the assistance of an independent facilitator if required) to review the draft vision and guiding principles for Brooklyn village centre to steer, inform and prioritise future actions.

## 2. A functionally laid-out village centre (Brooklyn Urban Design Footprint)



Design and draw a plan of the consolidated vision for the Brooklyn village centre considering all adopted strategic elements.

## 3. An economically sustainable and resilient village centre



Evaluate the economic sustainability of the Brooklyn village centre to understand the economic tipping points for viability.

## 4. Dangar Road activation strategy



Consider opportunities to activate Council's property holdings on Dangar Road within the context of the Brooklyn Urban Design Footprint.

## 5. A resolved approach to village centre parking



Within the context of a functionally laid-out village centre and using the best practice principles adopted by Council as a starting point, resolve an approach to managing parking within Brooklyn village centre.

# General feedback and comments

Respondents submitted over 1,400 individual comments to the survey – either through the questions posed with an open ended response, or when disagreeing with a yes/no question. As flagged in the Discussion Paper, the resolution of car parking within the village centre remains front and centre and was the number one issue raised by survey respondents. These comments will help inform the next steps.